PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, NY 10017

TO: Cindy Shore **DATE:** September 2, 1992

FROM: Karen Marryshow

SUBJECT: **4TH QUARTER REGIONAL V.S. FSI**

As requested by Barbara Trach, the following outlines the 4th quarter regional Virginia Slims FSI:

- Available drop date: November 22, 1992
- Vendor: Product Movers
- Markets: California, Nevada and Hawaii
- Circulation: 7,300M
- Unit: Fixed coupon page
- Net cost: $50,772
- Film due date: **September 25**

Since we are past the reservation close date (July 24, 1992), your timely approval is crucial for this buy (we received an extension on the reservation deadline because Parliament contracted a regional FSI on this date).

As soon we receive your approval to place the order (preferably today), Leo Burnett will contract the buy. Please note, when the order is contracted we do not have the option of cancelling.

Please call me (x3516) with any questions.

Thank you.

cc: D. Cimine
K. Galeotti
P. LaRusso
B. Trach
R. Schneider
M. Valinoti

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Source: https://www.industrydocuments.ucsf.edu/docs/kmmm0004